



## El Paso Constantly Witnessing Large Business Transactions

This week brought another "big deal." The Sheldon Hotel deal, involving a half million dollars, is indicative of the spirit of initiative and enterprise for which El Paso has become noted. Half million dollar deals are not made in "dead" and declining towns or cities. Especially is this true when the transaction calls for the transfer of more than \$250,000 in cash. Large hotels have sold in the business sections of cities of 250,000 population for less than \$150,000 total.

Work is actually under way in the demolition of the old "Conny Island" building, where very soon will begin the construction of a new fifteen-story building.

The manufacturers, wholesalers and business men of El Paso in general have unlimited confidence in El Paso and its future as it is borne out by the gigantic deals that are made, and the large undertakings that are entered.

A city as more than an individual can stand still. Movement is the law of nature, the law of the whole universe. This law is expressed in physics, in chemistry, in psychology, in politics—and in business. The cells of the human body are in constant movement, so that the body material is worn out and renewed every seven years. An atom or an ion is never still. Evolution goes on forever, and the primal movement never is in utter repose.

El Paso is always doing something. It is always going ahead, it is always "in movement" and is always advancing. To movement must be added direction. Direction determines the ultimate goal. Fortunately, El Paso always keeps headed in the right direction.

The direction is ahead. The business interests of El Paso are advancing and the city has countless years of growth before it. The cooperation of the business men in El Paso has more to do with El Paso's proper development than any other single factor. That is the main outstanding factor in the city's advancement. And in the minds of the public in general El Paso should come first.

Remember that one cannot be "neutral" to El Paso if he wants his daily bread here and lives within the city's limits. If one sends to Chicago for an article he can buy in El Paso, he is directing his energy and earning power in the wrong direction. It is a strange paradox that the man who asks patronage on the ground of "home industry" and "local cooperation" often forgets the debt he owes to those who give him the patronage he asks for. But so long as the psychological law of "disassociation" continues to operate in the minds of men, so long will a large amount of local business find its way into other cities. But this should be cut to the very minimum.

### Elite Laundry Is One of El Paso's Fine Laundry Plants

The Elite Laundry, known as the home of "Spick and Span," is a modern and well equipped laundry.

Mr. Pruett a few days ago, in speaking of the growth of the laundry business, expressed the opinion that the public at large did not realize the vastness of the enterprise, nor have any conception of what the inside of a modern laundry looks like.

"The many thousands of dollars' worth of machinery would astound the general public. Huge washing machines, enormous mangles, special machines for washing silk, and top many kinds of machinery to talk about in a short time are installed in the up-to-date laundry plant.

"And there is no plant in our line that is more up-to-the minute than

the Elite. We have used every conceivable method to take care of every kind and grade of business that falls to our lot. No patron is left dissatisfied, and our policy is always to give the best service possible.

"We maintain a large payroll, which helps the city, and we are striving to do our part in the growth and development of El Paso. We hope to keep the Elite growing as the city grows, and would like to see our plant even keep ahead of the city."



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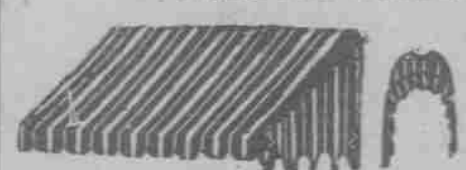
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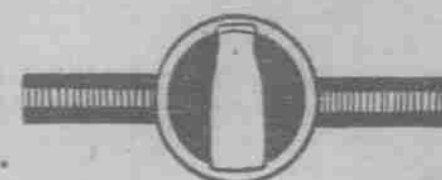
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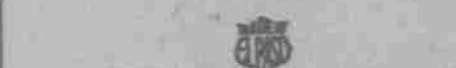
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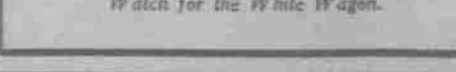
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